

ROME FLORENCE BOLOGNA PALERMO CATANIA NAPLES MILAN TURIN FINALE LIGURE

PROFESSIONAL COURSE FOR RECEPTIONIST

The professional course for Receptionist organized by ANPA under the high and exclusive support of ADA Lazio - Hotel Managers Association, AICR - International Association of Capiricevimento, AIRA - Association of Hotel Employees, FAIPA "Golden Keys" - Federation of Associations of Italian Concierge and the SKAL International, is divided into three basic levels:

- **first level (basic)**, after which you get the title of " Receptionist"
- **second level (advanced)**, after which you get the title of "Room Division Manager"
- **third level (specialist)** after which you get the title of "Front Office Manager"

The structure and organization of the curriculum, as required by ANPA, will offer to each student, in total autonomy, the ability to customize their training based on personal profile and curricular objectives professional and business that deemed reach. These three fundamental levels of study are linked, in turn, further education and vocational aimed to further develop the knowledge, skills and technical skills already acquired, with the aim of offering students the opportunity to implement their own curriculum and achieve a degree of readiness of profile management and business: "**Course for Revenue Manager**", "**Course for Sales Manager**", "**Micros Fidelio Opera**", "**Hotel Sysdat Genius**", "**Course for Meeting and Congress Manager** "

COURSE FOR RECEPTIONIST (ADVANCED LEVEL)

The professional course for Receptionist (advanced level) aims to form a professional profile in possession of the tools and technical knowledge/professional functional organization and management of the sector Hospitality Management (Department Front Office and Back Office of hotel companies national and international), ranging from knowledge of sales, marketing and communication to new tools and hotel management software, essential to aspire to hold managerial and executive positions within the industry receptive. The course will address, in detail, aspects and issues related to the organization of the hotel, to the development of an effective plan of Sales & Marketing, the commercial management of the company, the management of relationships with customers, the pricing of sale of hotel services. The course for Receptionist (advanced level) will appeal to young and old, Italians and foreigners, men and women, who already have experience in the hotel reception and they intend to update and / or retrain professionally, as well as to students who have already attended the Level 1 (basic) and wish to develop all the technical aspects of the profession to start the wonderful hotel receptionist with the right skills. The course, theoretical and practical, will take place in prestigious hotel partners ANPA sites on the national territory and allow the students, since the formative stage, to make contact with the professional environment hotel and understand the dynamics of the management of all Tourism hospitality services. The teaching of the courses is entrusted exclusively to General Manager, Front Office Manager, Directors and Deputy Directors of Hotel, Concierge, experts of Marketing, Sales Revenue and Tourism Management with proven experience and high professionalism.

OBJECTIVE: To train professionals capable of working in the receiving department of national and international hotel facilities, through an innovative didactic methodology based on a full immersion of 30 hours spread over a period of one month, with the possibility of performing, after availability of facilities, a subsequent stage from 1 to 6 months in national and international hotels. ANPA's method aims to reduce the time spent in the classroom of the students and, conversely, to speed up their contact with local businesses hotel through a concrete experimentation in the field of skills acquired during training. A major advantage for the same companies that will benefit from a potential of resources that can be used already formed and partially integrated into the same business areas.

EDUCATIONAL PROGRAM

- **Legislation Tourism, Room Division and organization of the hotel industry:** the basic legal elements; Tourism in international law; elements of private law in tourism; the role of public and private institutions for the promotion of tourism; the national and international tourism market; the actors and the tourism industry; the various types of the tourist; intermediaries in the tourism industry, travel agencies, tour operators; DMC; search engines, carriers, airlines, rail, sea, car rental; companies accommodation, hotels, villages, camping sites, cruise ships, the main architectural models, annual and seasonal hotels, the hotels with vertical, horizontal and scattered distribution of outdoor spaces, common areas, the lobby and the ' area of the front office, the bar and restaurant, halls, rooms, service areas, warehouses and kitchens, the laundry, the office, the technical spaces, gardens and sports facilities
- **Marketing & Sales Management:** Marketing activities; internal activities of research and development; public relations; promotion; advertising; the external communication activities; market research; promotional campaigns; market segmentation; the marketing of tourist destination; marketing tariff, seasonality and its influence in sales; cultural tourism; alternative tourism; eco tourism and social development; the role of new technologies in the marketing plan: the visibility on the web, keyword advertising, viral marketing; the hospitality marketing mix; marketing tariff
- **Technical marketing of tourism products online and e-commerce in the tourism sector:** the structure of the commercial area of a hotel of international chain (Sales and Marketing); the direct sales business internal and external (sales); Sales in the organization of an international chain; the Sales plan; Marketing of the structure of an international hotel chain; principles and techniques of Marketing hotel; the business plan (marketing plan); Internet and e-commerce in the tourism sector; reservations and selling online; sales strategies on line; the web reputation in the hotel industry
- **Yield and Revenue Management:** the culture of the yield in the exercise of the hotel business; definition of yield; statistics and efficiency ratios; the compressibility of the costs; Up-selling and Cross-selling; management of telephone booking; the marginal cost of the room: high and low occupancy; event management; the revenue management as a method of optimizing revenues; the process of revenue management and application
- **The Software Micros Fidelio Opera:** Front Office, Training, Groups / Allotments; Rate Availability Account Receivable; Commission Handling

STAGE: For a period of 1 to 6 months, the students will have the opportunity to be included, subject to availability of the companies, in the receiving department of a hotel. In this phase of training will, therefore, possible to field test the technical skills acquired during the theoretical teaching. The stage does not constitute employment and is only open to persons in possession of the requirements of Article. 18, paragraph 1, letter d of Law 196/1997 and art. 11 of Legislative Decree no. 13 August 2011.

START COURSES	Every month
DURATION	A month and a half of practical training, with the possibility to carry out a subsequent path of stage from 1 to 6 months in company
PARTICIPANTS	Max 15
FREQUENCY	Three times a week (Monday, Wednesday, Friday)
TIMETABLE	17.30 – 20.30
COST	€ 1100,00 + VAT 22%
STAGE	Allowed students to meet the requirements of Article. 18, paragraph 1, letter d of Law 196/1997 and art. 11 of Legislative Decree 13 August 2011. For the activation of the stage is scheduled payment of € 150,00 + VAT 22 % to answering internships ANPA, only upon verification by the same requirements of the participant the performance of the internship. This fee covers the training period from 3 to 6 months exclusively within a single structure. If the student

intends to carry out the training period in most structures, for each activation stage it will be necessary to pay the sum of € 150,00 + VAT 22 %

INSTALLMENTS € 242,00 + 2 installments of € 550,00
€ 242,00 + 12 installments of € 97,50

Con the support and collaboration of:

